



July Clearance Sale

An Unusual Event Which Assumes Greater Proportions With Each Recurrence. This Year Surpasses in Magnitude and Importance All Previous Sales and Offering Values Hitherto Unapproached.

At eight o'clock Tuesday morning we will open our doors and begin the most remarkable sale of high class merchandise that has ever been projected. In this sale our offerings closely approach the sensational. Quick clearance of summer stocks is arbitrarily demanded by the nearing close of the season. Then, too, we are right in the midst of the work of enlarging and remodeling our store and are compelled to reduce stocks to the smallest proportions in order to effectually prevent damage by dust and dirt. There has been no hesitation in cutting the prices—no pausing to consider whether or not this or that article would sell for more. But we have right at the beginning put the prices down to where the most skeptical must admit that the word "bargain" is truly defined. Come the first day of this great sale prepared to supply your every need in things to wear. Our store will be closed all day Monday, July 4th.

Tuesday Morning, July 5th, at 8 o'clock, This Great Underprice Sale Begins

July Clearance Sale of Corsets

Good Corsets will be a big feature in this sale. We have taken all odds and ends, discontinued styles and all the slightly soiled Gossard (front laced) Nemo, C. B. and other high class makes, in styles worth from \$2.00 to \$5.00 and priced them

\$1.98
at
\$2.50 styles, odds and ends, \$1.69
\$2.00 styles, odds and ends, \$1.49
\$1.50 styles, odds and ends, \$1.29
\$1.00 styles, odds and ends, .79c

Silks

CHINA SILKS—Best quality 27-inch China Silk in a large variety of good colors; Regular 50c quality **35c**
TAFFETA—Best quality 19-inch colored Taffeta, regular 85c grade, **57c**
Regular 75c quality **48c**
BLACK TAFFETA—Genuine C. J. Bonnett guaranteed black taffeta, 27 inches wide, regular \$1.35 quality, **95c**
BLACK TAFFETA—36-inch guaranteed black taffeta, our special \$1.35 **89c**
FOULARDS—In the newest small figure and spot designs in a good color range.
65c satin finish, a yard **38c**
\$1.00 spot proof, Foulauds **59c**
\$1.25 spot proof Foulauds **69c**
\$1.50 spot proof Foulauds **98c**
ROUGH SILKS—Very complete line of colors in all the popular rough silk weaves, suitable for Fall wear.
85c Rough Silks **48c**
\$1.00 Rough Silks **68c**
\$1.25 Rough Silks **77c**
\$1.50 Rough Silks **93c**
SUMMER SILKS—Fifty pieces of fancy silk wrap dress fabrics in a variety of neat designs; regular 50c values **28c**
65c Summer Silks **33c**

Dress Woolens

A reduced price has been marked on every piece of our splendid stock of woolen dress fabrics. White woolens are especially featured, in styles and textures for immediate use.
75c White Serge and Mohair **59c**
\$1.00 White Serge and Mohair **78c**
\$1.25 White and hairline Serges **95c**
\$1.50 White and hairline Serges **\$1.19**
\$2.00 and \$2.50 Serges and Diagonals **\$1.69**
ALBATROSS AND NUN'S VEILING—Best quality, all wool, 36 and 40 inches wide in black, white, and a full line of colors. **36c**
Regular 50c quality (Only 10 yards to a customer)

White Goods

Our splendid stocks of white goods offer many an attractive bargain in the July Clearance Sale. We've selected for special pricing, goods best adapted to midsummer wear.
FLAXONS—Plain, or checked sheer, linen finish material for dresses or waists. **17c**
Our regular 35c quality **23c**
30c and 35c qualities **23c**

India Linon and Persian Lawn

Regular 10c quality for **8c**
Regular 12 1/2c quality for **9c**
Regular 15c quality for **11c**
Regular 20c quality for **14c**
Regular 25c quality for **19c**

Long Cloth

10 yard bolts worth \$1.25 for **58c**
12 yard bolts worth \$2.00 for **\$1.59**

Nainsook

Regular 15c quality **11c**
Regular 20c quality **14c**
Regular 25c quality **19c**

White Madras

20c White Madras **13c**
25c White Madras **17c**

Linens

One of the very attractive features of this sale will be Linens, both the suitings and for the table. A part of the special items are mentioned below.
LINEN SUITINGS—weights and textures suitable for waists, suits, skirts and dresses.
Regular 25c quality **19c**
Regular 50c quality **39c**
Regular 75c quality **63c**
Regular \$1.00 quality **85c**
LINEN SHEETINGS—Finely finished, two and a half yards wide, suitable for suits and skirts.
\$1.00 Linen Sheetings **69c**
\$1.25 Linen Sheetings **93c**
\$1.50 Linen Sheetings **\$1.29**
TABLE DAMASKS—Housekeepers, hotelkeepers, restaurant and boarding house keepers should take advantage of these very special linen prices.
65c Table Damasks **48c**
75c Table Damasks **59c**
\$1.00 Table Damasks **85c**
\$1.25 Table Damasks **95c**
\$1.50 Table Damasks **\$1.15**
\$1.75 Table Damasks **\$1.39**
\$2.00 and \$2.50 Table Damasks **\$1.69**
All Napkins specially priced.
Fancy linen pieces reduced 25 percent.

Leather Goods and Jewelry

Alligator, Seal and Walrus Hand Bags, very handsome styles in the newest sizes and shapes. Our entire lines in qualities sold up to \$27.50.
Reduced 20 Percent
Imitation Seal Hand Bags, strongly made, well finished and lined, with coin purse; \$1.00 values **59c**
Good quality hand bag of calf skin, seal finished, in brown, tan, green, red and black. Regular price \$2.00, **\$1.43**
Sash pins, veil pins, Dutch collar pins, and belt buckles, plain and fancy jeweled styles—
Regular 75c styles **47c**
Regular 50c styles **22c**
35c Gold front Beauty Pin sets **18c**
75c "La Valiers," with jeweled pendant **29c**
\$1.00 Jeweled Hat Pins **38c**
50c Jeweled Hat Pins **18c**
35c Jeweled Hat Pins **9c**
75c Sterling and gold front cuff links **48c**
20c Imitation hand carved Barrettes **8c**
\$1.25 plain and jeweled Back Combs **69c**

Gloves

Broken lines and slightly soiled silk and lisle gloves, 16 button and wrist lengths, worth up to \$1.00, a pair **35c**
16-button length all silk gloves, double tipped fingers, all sizes and colors. **89c**
Regular \$1.25 quality **89c**
16-button length embroidered top silk gloves, in a broken line of sizes; **\$1.48**
Regular \$3.00 quality **63c**
Wrist length, embroidered top all silk gloves, 85c styles

Tuesday Specials In the Basement

Genuine Lonsdale Muslin, Tuesday only **11 Yards for \$1.00**
3-4 good quality Bleached Muslin, Tuesday only **20 Yards for \$1.00**
4-4 Unbleached Muslin, 8 1/2c quality, Tuesday **16 Yards for \$1.00**

Sensational Underpricing in the Ready-to-Wear Dept. Every Garment Marked at a Reduction

It is impossible for us to itemize all the splendid bargains that this section of the store offers in the July Clearance Sale. Without a single exception every suit, dress, waist, skirt, coat, petticoat and house garment has been marked with a price that is fully a third (often a half) less than the former fair price.

LINGERIE DRESSES—Handsome styles, worth up to \$15.00 **\$7.85**
LINEN DRESSES—Exclusive models, worth up to \$20.00 **\$7.95**
LINEN DRESSES—Beautifully designed, styles worth up to \$35.00 **\$16.85**
DRESSES—Very pretty styles, in batiste, gingham and lawn, worth up to **\$4.23**
DRESSES—Fancy lingerie styles and lawn, percale and gingham, values to **\$2.95**
DRESSES—Good style house dresses of lawn, gingham and percale, values to **\$1.98**
SILK PETTICOATS—All colors in the regular \$5.00 quality **\$2.79**

Skirts

The newest tailor-made and pleated styles in voile, tulle, diagonals and a variety of fancy skirtings. Styles worth to \$5.00 for **\$2.98**
Styles worth to \$6.50 for **\$4.98**
Styles worth to \$9.50 for **\$5.95**
Styles worth to \$12.50 for **\$7.85**

Waists

Splendid bargains are offered in the newest styles of lingerie and tailor-made white waists. Less than half is the rule.
Waists worth to \$1.50, for **.79c**
Waists worth to \$3.00 for **\$1.29**
Waists worth to \$4.00 for **\$1.98**

Hour Sale-9 to 10 a. m. For one hour Tuesday morning we offer white and colored linen skirts in neat pleated styles, worth regularly up to \$1.50 (only one to each customer) for **50c**

Wonderful Basement Bargains

12 1/2c Toile du Nord Gingham 9 1/2c
12 1/2c fine Seersuckers 9 1/2c
8 1/2c Chambray Gingham 6 1/4c
10c A. F. C. dress Gingham 8 1/2c
Best American prints 5c
17 1/2c Galatea Cloth 12 1/2c
15c 36-inch Percale 9c
15c fancy Lawns 9c
15c Cotton Boulauds 9c
27-inch Kimono Challies 4c
White skirts, \$1.25 value 79c
\$1.25 long and short Kimonos 79c
Soiled white waists, val. to \$3.50 98c
Soiled white waists, val. to \$2. 89c
Trunks and Suit Cases reduced 20%

Hour Sale-8 to 9 a. m. Petticoats, made of neat striped gingham with flounce scalloped and buttonholed. A 35c value, only one to each customer **9c**

See Our Other Advertisement--Page 24

Mail Orders Mail orders for items appearing in this advertisement (excepting hour and one day specials) will be filled promptly at the special prices. We will prepay express charges on orders amounting to \$10.00 or more, except on heavy merchandise.

The Popular DRY GOODS CO. INC.

Hosiery and Underwear

The special pricing in this section applies to the best qualities and best styles of the season
WOMEN'S HOSIERY—Fine quality Silk Lisle, in black and plain colors, embroidered, values up to 85c **57c**
WOMEN'S HOSIERY—Fine lisle, in plain shades and a variety of new fancy effects. Regular 75c values **33 1/3c**
MISSIE'S HOSIERY—Fine embroidered lisle in black, white and colors; 50c values **33 1/3c**
MISSIE'S HOSIERY—Lisle thread in black, white and tan in lace effects. 25c values **24c**
MISSIE'S HOSIERY—Lisle finish, lace effects in black and tan. Regular 25c quality **18c**
CHILDREN'S AND INFANTS' plain and fancy socks, black, white and colors. 25c values **11c**
INFANTS' HOSE—Lace Lisle hose in black, white and colors. Regular 25c quality **18c**

EXTRA SPECIAL Manufacturer's Samples at 23c

2000 pairs of manufacturer's samples of women's fine lisle thread hose in plain and lace lisle, black and fancy colors. Styles worth up to 50c included in this lot at **23c**

MISSIE'S UNDERWEAR—Lisle finish vests with long sleeves or sleeveless, the pants with wide lace trimmed knee. 25c values **18c**

MISSIE'S UNION SUITS—Lisle finish, white, with lace trimmed or tight knees. 35c values **25c**
50c Missie's Union Suits **38c**

WOMEN'S VESTS—fine ribbed cotton vests, full sizes, worth regular 12 1/2c each **6 1/4c**

WOMEN'S UNION SUITS—Perfect fitting garments, of lisle thread in both wide lace trimmed or the tight knee styles.
\$1.00 Lisle Union Suits **79c**
\$1.25 Lisle Union Suits **89c**
\$1.50 Lisle Union Suits **\$1.18**
\$2.00 Lisle Union Suits **\$1.48**

Manufacturers' Samples Women's Underwear

About three thousand pieces of women's knit underwear, vests and pants are offered in the July Clearance sale at about half their value.
Sample Underwear worth to 35c. **11c**
Sample Underwear worth to 35c. **19c**
Sample Underwear worth to 50c. **29c**
Sample Underwear worth to 75c. **39c**

Ribbon, Neckwear, Belts

Extra quality all silk taffeta Ribbon in all the good shades.
No. 12, Taffeta Ribbon, 15c qual. **9c**
No. 22, Taffeta Ribbon, 20c qual. **13c**

Five to nine inch fancy Ribbon in plaids, cheeks, Persian and pompadour designs. Extra qualities. Worth up to \$1.25 **69c**
Fancy Dutch collars, chemisettes, frills, turn-overs and stocks.

25c and 35c styles for **19c**
50c and 65c styles for **39c**
85c and \$1.00 styles for **69c**
\$1.25 styles for **88c**
\$1.50 styles for **97c**

Washable Belts in plain and embroidered styles with pearl buckles.
35c values, special **20c**
50c and 65c values, special **42c**
\$1.00 values, special **78c**

Fancy Net Veiling—the newest meshes, in black, white and colors.
Regular 25c and 35c styles **10c**
Regular 50c and 75c styles **24c**

Embroideries

Our best embroideries are included in the special lots offered in the July Clearance Sale.
2000 yards of Hamburg edging and insertion, 1-2 to 4 inches wide, neat designs in qualities worth up to 10c. **4 1/2c**
A yard
Swiss and cambric embroidered edging and insertion, odd and matched sets, in 1-2 to 7 inch widths. Values to 20c **9c**
Swiss and cambric matched sets of edging and insertion, 1-2 to 7 inches wide in small designs for infants' garments. Values to 35c **15c**
1500 yards of swiss and cambric flouncing, edging, insertion and corset cover embroideries, 4 to 24 inches wide. Values up to 50c **20c**

One-Fourth Off

All fine hand loom embroideries and laces including alovers, flouncings, edgings, bands, galloons, medallions, etc., worth regularly from \$2.00 to \$10.00 a yard, are offered at a reduction of

25%

Laces

Imitation crochet lace edging and insertion, 1-2 to 7 inches wide, in qualities worth to 10c, a yard **2 1/2c**
Linen Torchon, Chumy and crochet lace, edging and insertion, handsome designs, worth up to 15c **4c**
American made Valenciennes lace and insertion to match, in bolts of 12 yards, worth regularly \$1.00 a bolt, special **48c**

Handkerchiefs & Notions

5c Children's colored border Handks. **2 1/2c**
10c Women's Linen Lawn, embroidered **5c**
15c and 20c Shamrock linen, initial Handks. **12 1/2c**
25c and 35c pure linen, hand emb. initial, 18c
75c colored pearl, fine quality buttons, doz. **57c**
35c colored pearl, buttons to match, doz. **24c**
25c washable crochet buttons, doz. **18c**
35c washable crochet buttons, doz. **24c**
50c and 60c washable crochet buttons, doz. **39c**
75c washable crochet buttons, doz. **59c**
50c Gem Dress Shields, a pair **19c**
5c Cubes Toilet Cotton, all colors, 3 for **10c**
Good quality cotton tape, 3 pieces for **5c**
10c skirt braids, all colors **5c**
30c silk Elastic, plain and ruffled, yard **19c**
15c "Grip fast" shirt waist adjuster **11c**
15c Children's Velvet Grip Hose Supporters **11c**
15c Children's Darning Cotton, 5 spools for **10c**
25c box "Never Split Rubber Hair Pins" **17c**
25c Kleiner's "Hook-on" Supporters **18c**
10c Superfine Pearl Buttons, doz **4c**

Toilet Articles

25c Men's Toilet Powder, all colors **15c**
25c "Ego" Liquid Shampoo, bottle **16c**
15c Pound package, 20 Mule Team Balm **9c**
35c half-pound bars 4711 soap **24c**
50c Pozzoni's Face Powder **33c**
25c Lyon's Tooth Powder **16c**
50c bottle Newbro's Hairicide **38c**
50c bottle Violet Ammonia Water **38c**
50c bottle Colgate's Bay Rum **39c**
25c Ingrain's Milkweed Cream **24c**
25c box Nail Enamel **16c**
25c box Nail Polish **16c**
25c box Nail Tint **16c**
75c bottle Pever's Violet Toilet Water **59c**
25c cake Pucker's Tar Soap **17c**
\$1.00 "Very" Hair Brush **55c**
35c Rubber or Celluloid Dressing Comb **19c**
25c Fine Bristle Tooth Brushes **19c**
25c Bristle Nail Brushes **12c**
Colgate's Floating Bath Soap, cake **4c**

Art Materials

Richardson's Bulgarian Art Cloth centerpiece outfit, consisting of one 27x27 inch tinted centerpiece and six skeins of Richardson's embroidery silk. Regular price 25c; very special **10c**
Tapestry Pillow Tops with backs to match. Regular 35c kinds **23c**
Stamped Pillow Tops, handsome designs, with backs to match; Regular 65c kinds **39c**
Scrim table covers, centerpieces and dresser scarfs, beautifully embroidered. Regular 65c kinds **43c**

July Clearance of Wash Fabrics All 25c and 35c Fabrics, 16c

This item serves to show the earnestness of our purpose to make this summer clearance complete. We have made into one grand lot our entire stocks of Irish Dimities, cotton Voiles, Egyptian Tissues, figured Batistes, Crepes, Chiffons, Organdies, printed Flaxons—in fact, all kinds of the season's best wash materials, worth regularly 25c and 35c, and priced them

WHITE PIQUES—Extra quality English Piques, the favorite material for skirts, suits and dresses, specially priced—
35c qualities for 19c; 50c and 65c qualities for 29c; 75c and 85c qualities for 48c; \$1.00 quality for 58c; \$1.25 quality for 85c. **16c**
SCOTCH GINGHAMS—500 pieces of fine quality Scotch and French Gingham, in stripes, checks, plaids and solid colors in all shades. 32 inches wide and good fast colors. Our regular 25c quality **19c**